

Message Text

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INFO USICA WASHDC
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USNMR SHAPE BE
USCINCEUR VAIHINGEN GER

C O N F I D E N T I A L SECTION 01 OF 02 USNATO 04694

E.O. 11652: GDS
TAGS: NATO, MPOL
SUBJECT: DPC MEETING - PRESENTATIONAL ASPECTS OF THE
LONG TERM DEFENSE PROGRAM

REFS: (A) USNATO 2811 (DTG 171601Z MAR 78),
(B) STATE 105940 (DTG 260027Z APR 78)(NOTAL),
(C) USICA 784 (DTG 090937Z APR 78), (D) STATE 103688
(DTG 221857Z APR 78), (E) STATE 116288 (DTG 061821Z MAY 78)
(NOTAL)

SUMMARY: DURING DPC CONSIDERATION OF LTDP PRESENTATIONAL
ASPECTS ON MAY 9, PERMREPS GENERALLY ENDORSED THE IS
PUBLICITY PLAN (REF A) AND RECOGNIZED THE IMPORTANCE OF
NATIONAL PLANS AND/OR PARTICIPATION BY CAPITALS IN THE
DRAFTING OF LTDP DESCRIPTIVE MATERIAL TO BE ISSUED
IMMEDIATELY FOLLOWING THE SUMMIT. WHILE ALL WHO SPOKE
SUPPORTED AN ADEQUATE PUBLICITY PROGRAM, ONLY THE US
AND UK REGISTERED GENUINE ENTHUSIASM AND DESCRIBED
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COMPLEMENTARY NATIONAL PLANS. SPECIFIC CONCERN WAS
EXPRESSED FOR THE RIGHT BALANCE BETWEEN DPC MINISTERIAL
AND SUMMIT COMMUNIQUE, AND OVER THE COINCIDENCE OF
THE SUMMIT AND THE UNSSOD. THE SYG, CANADA, AND
BELGIUM CAUTIONED AGAINST PREMATURE OVERSELL OF THE
LTDP. END SUMMARY.

1. DPC DID NOT GET TO PRESENTATIONAL ASPECTS, LTDP, AT 8 MAY MEETING, AND TOOK UP THIS ITEM AS FIRST ORDER OF BUSINESS AT MEETING 9 MAY.

2. IN HIS INTRODUCTION, SYG LUNS PUT THE IS PRESENTATIONAL PLAN IN PERSPECTIVE, STRESSING THAT IT WAS NOT INTENDED AS A COMMON PROGRAM, AND THAT SEPARATE, NATIONAL PLANS WERE IMPORTANT TO UNDERLINE ALLIANCE HARMONY WITH RESPECT TO THE LTDP. WITH RESPECT TO THE DPC MINISTERIAL COMMUNIQUE, THE SYG NOTED THE NEED FOR A CLEAR, SUBSTANTIVE RECORD OF RECOMMENDATIONS FOR ENDORSEMENT BY HEADS OF GOVERNMENT, WHICH WOULD ALSO BE COUCHED IN GENERAL TERMS TO AVOID UPSTAGING THE WASHINGTON SUMMIT.

3. NATIONAL COMMENTS.

. A. DANISH PERMREP (SVART) SAID HE WAS SURE HIS GOVERNMENT COULD ENDORSE THE GENERAL THRUST OF THE IS PRESENTATIONAL PLAN. HE ASKED THAT PARTICIPATION OF CAPITALS IN THE POST-SUMMIT LTDP PAMPHLET, PREVIOUSLY SUPPORTED BY THE SYG AT A PRIVATE MEETING, BE SOLICITED IN THE DRAFTING OF THE DOCUMENT. THE SYG CALLED ON THE INFORMATION COMMITTEE TO PRODUCE AN EARLY FIRST DRAFT INCORPORATING CONTRIBUTIONS FROM CAPITALS.

. B. ITALIAN PERMREP (CATALANO) AGREED WITH THE BROAD CONFIDENTIAL

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LINES OF THE PRESENTATIONAL PROGRAM, NOTED THE NEED TO PORTRAY THE LTDP AS A RESPONSE TO THE WARSAW PACT THREAT, AND IN PROPER PERSPECTIVE WITH RESPECT TO THE UNSSOD, UNDERLINED THE REQUIREMENT FOR CLOSE COORDINATION OF THE DPC MINISTERIAL AND THE SUMMIT COMMUNIQUE.

. C. TURKISH PERMREP (KIRCA) CALLED THE PRESENTATIONAL PLANS GENERALLY EXCELLENT. HE STATED, HOWEVER, THAT PRESENTATION OF THE LTDP AS A SYMBOL OF ALLIANCE COHESION WOULD BE GREETED WITH DERISION IN TURKEY WHILE HIS COUNTRY REMAINED THE SUBJECT OF DEFENSE PROCUREMENT RESTRICTIONS. THE SYG EXPRESSED HIS HOPE THAT EVENTS PRIOR TO THE SUMMIT MIGHT RELIEVE TURKEY'S CONCERNS.

. D. UK CHARGE (HOLMER) WELCOMED THE IS PLAN AND EXPRESSED FULL UK SUPPORT. HE TOOK THE POINT THAT THE DPC MINISTERIAL SHOULD NOT UPSTAGE THE SUMMIT BUT CAUTIONED AGAINST WAITING UNTIL THE SUMMIT TO FOCUS PUBLIC ATTENTION ON THE LTDP. HE UNDERLINED THE IMPORTANCE THE UK ATTACHES TO LTDP PRESENTATIONAL ASPECTS AND NOTED PLANS FOR A MAJOR PUBLIC RELATIONS EFFORT, TO INCLUDE PREPARATION OF AN LTDP BACKGROUND PAPER FOR

JOURNALISTS AND PRESS BRIEFINGS BY THE DEFENSE MINISTER
PRIOR TO THE DPC MINISTERIAL.

. E. FRG CHARGE (BOSS) EXPRESSED APPRECIATION AND
SUPPORT FOR THE PROPOSED PUBLICITY PLAN. HE CALLED FOR
CAREFUL SCREENING OF PUBLICITY INSTRUMENTS TO AVOID GIVING
THE LTDP THE CHARACTER OF AN "ARMAMENTS FESTIVAL." THE
SYG QUICKLY STRUCK DOWN THE NOTION OF SUCH A RISK.

. F. THE AMBASSADOR DREW SUBSTANTIALLY ON

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TO SECSTATE WASHDC 1447

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REFTELS B, C, AND D. HE ENDORSED THE LTDP PRESENTATIONAL
PLAN AND CITED THE IMPORTANCE THAT ALL PUBLICITY EFFORTS
CHARACTERIZE THE LTDP AS A MAJOR, LONG-TERM COOPERATIVE
ALLIANCE UNDERTAKING -- OF A MAGNITUDE UNPRECEDENTED
IN NATO -- TO RESPOND TO THE GROWING WARSAW PACT THREAT.
HE CITED EXAMPLES OF US(ICA) PRE-SUMMIT PUBLIC AFFAIRS
ACTIVITIES, INCLUDING PROMOTION OF LTDP AND OFFERED
APPROPRIATE ASSISTANCE IN THE OVERALL PUBLIC RELATIONS
EFFORT. DRAWING ON REFTEL E, HE STATED THAT WE WOULD
ALSO WISH TO SEE A SEPARATE DOCUMENT, DEALING STRICTLY
WITH THE LTDP, TO BE ISSUED IN CONJUNCTION WITH THE
COMMUNIQUE FOLLOWING THE SUMMIT. (COMMENT: THE POINT
OF A SEPARATE LTDP DOCUMENT ELICITED NO REACTION AT
THIS MEETING. WE WOULD URGE EARLY WASHINGTON FOLLOW-
THROUGH ON THIS INITIATIVE, HOWEVER, BY PROVIDING

PROPOSED TEXT IN TIME TO GENERATE NECESSARY SUPPORT.
END COMMENT.)

3. THE SYG IMMEDIATELY CAUTIONED AGAINST "CLARION BLASTS"
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WHICH WOULD IMPLY THE LTDP WAS AN "ENORMOUS PROGRAM."
HE SUGGESTED WAITING TO SEE HOW THE PROGRAM DEVELOPS
BEFORE GOING TOO FAR.

4. CANADIAN PERMREP (HARDY) SUPPORTED THE NEED FOR
CLOSE REVIEW OF THE LTDP PAMPHLET UP TO ITS RELEASE
IMMEDIATELY AFTER THE SUMMIT. HE ALSO NOTED THAT
ARTICLES IN JULY AND AUGUST MIGHT HAVE EVEN MORE IMPACT
THAN THOSE APPEARING IN THE MIDST OF THE IDEALISM
SURROUNDING THE UNSSOD. HE CITED CANADIAN PREOCCUPATION
WITH THE COINCIDENCE OF THE SUMMIT AND THE UNSSOD, AND
CALLED FOR SPECIAL ATTENTION TO THE PUBLIC RELATIONS
ASPECTS, RECALLING NATO'S LESS THAN GLOWING PR
PERFORMANCE IN THE PAST. HARDY AGREED ON THE NEED
FOR ADEQUATE PUBLICITY, BUT SUPPORTED THE SYG'S
CAUTION ON OVERSELL.

5. BELGIAN PERMREP (SCHUURMANS) ECHOED SENTIMENTS OF
THE SYG AND CANADA ON OVERSELL, SUGGESTING IT COULD BE
COUNTERPRODUCTIVE. HE STATED THAT THE ALLIANCE SHOULD
MAINTAIN A SOBER ATTITUDE WHILE ATTEMPTING TO ACHIEVE
BEST POSSIBLE RESULTS FROM THE RESOURCES MADE AVAILABLE.
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